

WHAT IS CLAIMED IS:

1. An image display medium comprising:

a pair of substrates disposed opposed to each other; and

5 a particle group having at least two kinds of particles enclosed in a gap between the pair of substrates,

wherein at least one of the at least two kinds of particles can be positively charged;

10 wherein at least another one of the at least two kinds of particles can be negatively charged;

wherein the one and the another one have different colors from each other; and

15 wherein both the one and the another one has shape factors satisfying $100 < \text{the shape factors} \leq 140$, where the shape factor $= (L^2/S)/4\pi \times 100$; S is area of the particle; and L is perimeter of the particle.

2. The image display medium according to claim 1, wherein one of the one, which can be positively charged, and
20 the another one, which can be negatively charged, is white.

3. The image display medium according to claim 2, wherein the one, which is white, comprises a coloring material; and

25 wherein the coloring material is titanium oxide.

4. An image forming device comprising an electric field generating unit for generating an electric field between a pair of substrates according to an image to form the image on an image display medium;

wherein the image display medium comprising:

the pair of substrates disposed opposed to each other;

and

a particle group having at least two kinds of particles enclosed in a gap between the pair of substrates,

wherein at least one of the at least two kinds of particles can be positively charged;

wherein at least another one of the at least two kinds of particles can be negatively charged;

wherein the one and the another one have different colors from each other; and

wherein both the one and the another one has shape factors satisfying $100 < \text{the shape factors} \leq 140$, where the shape factor $= (L^2/S)/4\pi \times 100$; S is area of the particle; and L is perimeter of the particle.